



COUNTY OF LOS ANGELES
Public Health

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December 21, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE
AN AGREEMENT WITH CLEAR CHANNEL COMMUNICATIONS EFFECTIVE
UPON EXECUTION THROUGH AUGUST 9, 2013 FOR THE EMERGENCY
PREPAREDNESS AND RESPONSE PROGRAM**

This is to notify you that I am exercising the delegated authority approved by your Board on July 26, 2011, to select providers, negotiate, and execute new service agreements related to public health emergency preparedness and response, with contract maximum obligations not to exceed \$500,000 per service agreement, not to exceed a twelve month term, 100 percent funded by the Centers for Disease Control and Prevention (CDC), subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.

Under this authority, I will execute a sole source agreement with Clear Channel Communications (Clear Channel), in the amount of \$480,000, effective upon execution by the parties through August 9, 2013, 100 percent offset by CDC Notice of Award (NA) Number 2U90TP917012-11 Revised (Amendment 8) which provides a 12-month no-cost extension through August 9, 2013 to facilitate the completion and closeout of all Public Health Emergency Preparedness (PHEP) activities funded by the referenced CDC award.

Clear Channel is a global media company that specializes in mobile and on-demand entertainment and information services. They provide advertisement services utilizing radio and outdoor displays via bus transit shelters, electronic billboards throughout Los Angeles County (LAC), and other outdoor media outlets. Clear Channel has established relationships with Asian, Hispanic, African American, and other communities, such as Eastern European media partners, that highlight Clear Channel's capacity to reach members of the target audience, as well as the general public. Clear Channel has successfully managed multiple media campaign elements for the Department of Public Health (DPH) including several Emergency Preparedness and Response Program "Just Be Ready" campaigns, multiple phases of the Clean Hands campaign, and most recently the H1N1 and Vaccination campaign. Clear Channel has an excellent performance track record for LAC.

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mental/behavioral social networks and providing guidance to ensure community engagement in preparedness efforts. Specifically, Clear Channel will manage the Prepare2Respond media campaign geared toward multi-lingual, multi-cultural audiences across LAC by: purchasing outdoor media advertisement space, which includes billboards, bus shelters, and bus and train displays; printing media in a variety of newspapers including the Los Angeles Times, Los Angeles Sentinel, Our Weekly, World Journal, Korea Daily, and La Opinion-Los Angeles; purchasing radio air time on numerous stations including KOST-FM, KBIG-FM, KISS-FM, and KFI-AM; and purchasing television air time on various networks including NICK-TV, TLC-TV, TRUE-TV, BET-TV, WE-TV, STYLE-TV, and MUNDOZ-TV.

As required under Board Policy 5.100, your Board was notified on September 19, 2012 of DPH's intent to enter into this Board approved sole source agreement in excess of \$250,000 and to proceed with negotiations effective October 3, 2012.

DPH is currently in the process of developing a Request for Statement of Qualifications for all future media purchases associated with this campaign.

County Counsel has reviewed and approved the agreement as to use and this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF:fs
#02447

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors